

Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

- 1 1. (currently amended) A system for collecting,
2 processing, and presenting survey information comprising:
 - 3 I. an automated survey communication system for
4 connecting to survey participants for
5 conducting a survey to obtain survey data, said
6 survey communication system capable of
7 executing software scripts for implementing
8 desired automated survey routines;
 - 9 II. a customer viewpoint module for providing
10 software scripts to said survey communication
11 system for surveying survey participants who
12 are customers using a drill-down method,, said
13 survey data obtained from the customers
14 including patient viewpoint data;
 - 15 III. a personal clinical data analysis module for
16 automatically generating analyzed data
17 generated by analyzing said survey data,
18 wherein said personal clinical data analysis
19 module generates reports on said analyzed data
20 for use by the survey consumer;
 - 21 IV. an office team viewpoint module for providing
22 software scripts to said survey communication
23 system for surveying survey participants who
24 are employees using a drill-down method, , said
25 survey data obtained from the employees
26 including employee viewpoint data; and

27 V. an office fiscal performance viewpoint module
28 for providing software scripts to said survey
29 communication system for surveying survey
30 participants who are managers using a drill-
31 down method, and further for receiving said
32 survey data from said survey communication
33 system, said survey data obtained from the
34 managers including fiscal performance data; and

35 VI. an office data presentation module for
36 generating assessed survey information for
37 presenting to end users in a formatted manner,
38 said assessed survey information including
39 information for providing quality assessments
40 of an organization, wherein

41 said drill-down method utilizes one or both of
42 survey data already provided by a current
43 survey participant and historical survey data
44 to determine a subsequent survey question to be
45 asked of the current survey participant, and
46 further wherein

47 said system automatically calculates and displays
48 survey results in real time or near real time
49 to each survey participant utilizing historical
50 survey data to allow each current survey
51 participate to see a formatted survey report
52 incorporating the survey data obtained from the
53 current survey participant during or
54 immediately after the conducted survey with the
55 current participant, said displayed analyzed
56 feedback formatted in a custom manner based on

57 whether the current survey participant is a
58 customer, or is an employee or a manager.

1 2. (original) The system according to claim 1
2 wherein said generating assessed survey information for
3 presenting to end users in a formatted manner utilizes a
4 compass viewpoint information presentation paradigm.

1 3. (original) The system according to claim 1
2 applied to a medical care provider, wherein said customer
3 is a patient, said system further comprising:

4 a comparative practice data repository for storing
5 and retrieving said survey data and for storing
6 and retrieving said analyzed data and for
7 storing and retrieving said assessed survey
8 information:

9 a historical data repository on clinic performance
10 for storing fiscal historical performance
11 normative data for use by said office data
12 presentation module for generating and
13 displaying historical fiscal performance
14 comparisons for predicting fiscal success; and

15 a clinical and pathophysiologic normative data
16 repository for storing clinical and
17 pathophysiologic normative data obtained from
18 various sources, said clinical and
19 pathophysiologic normative data relating
20 patient parameters including age, gender, and
21 medical conditions.

1 4. (original) The system according to claim 3
2 wherein said customer viewpoint data includes:

3 A. customer satisfaction data;

4 B. office process viewpoint data;

5 C. provider care and concern data; and

6 D. verbatim viewpoint comments;

7 and further wherein said employee viewpoint data

8 includes:

9 A. job performance data including:

10 i. ability to keep pace data;

11 ii. opportunities to improve data;

12 iii. job security data; and

13 iv. performance expectations data;

14 B. team function data including:

15 i. team communication data;

16 ii. team operation data;

17 iii. stress environment data;

18 iv. change implementation data; and

19 v. overall viewpoint data;

20 C. verbatim comments; and

21 D. employee function data;

22 and still further wherein said fiscal performance

23 data includes:

24 A. staffing data;

25 B. compliance data;

26 C. encounter frequency data;

27 D. production data;

28 E. collections data

29 F. receipts data;

30 G. accounts receivable data;

31 H. cost data; and

32 I. overhead data;

1 5. (original) The system according to claim 4
2 wherein said analyzed data includes:

3 A. comparative patient level data for storing in
4 said clinical and pathophysiological normative
5 data repository, said comparative patient level
6 data including:

- i. patient age data;
- ii. patient gender data;
- iii. patient functional health status data;
- iv. patient health screening data;
- v. patient family medical history data;
- vi. patient medication data;
- vii. patient pathophysiology data;
- viii. patient health habits data;
- ix. patient counseling data;
- x. patient satisfaction data;
- xi. patient health care access data; and
- xii. patient payment capability data;

19 B. comparative data for stored in said comparative
20 practice data repository; and
21 C. analyzed data stored in said comparative
22 practice data repository.

1 6. (original) The system according to claim 5
2 wherein said assessed survey information includes:

3 A. patient viewpoint results including:

4 i. office process viewpoints;

5 ii. provider care and concern viewpoints;

6 iii. overall visit viewpoints; and

7 iv. verbatim comments on processes;

8 B. functional health status results; and

9 C. fiscal performance viewpoint results.

1 7. (original) The system according to claim 1
2 applied to a medical care provider wherein said customer
3 is a patient and further wherein said analyzed data
4 includes:

5 A. comparative patient level data for storing in
6 said clinical and pathophysiological normative
7 data repository, said comparative patient level
8 data including:

9 i. patient age data;

10 ii. patient gender data;

11 iii. patient functional health status data

12 iv. patient health screening data

13 v. patient family medical history data;

14 vi. patient medication data;

15 vii. patient pathophysiology data;

16 viii. patient health habits data;

17 ix. patient counseling data;

18 x. patient satisfaction data;

19 xi. patient health care access data; and

20 xii. patient payment capability data;

21 B. comparative data for stored in said comparative
22 practice data repository; and

23 C. analyzed data stored in said comparative
24 practice data repository.

1 8. (original) The system according to claim 7
2 wherein said assessed survey information includes:

3 A. patient viewpoint results including:

4 i. office process viewpoints;
5 ii. provider care and concern viewpoints;
6 iii. overall visit viewpoints; and
7 iv. verbatim comments on processes;

8 B. functional health status results; and

9 C. fiscal performance viewpoint results.

1 9. (original) The system according to claim 3
2 applied to a medical care provider, wherein said customer
3 is a patient and further wherein said assessed survey
4 information includes:

5 A. patient viewpoint results including:

6 i. office process viewpoints;
7 ii. provider care and concern viewpoints;
8 iii. overall visit viewpoints; and
9 iv. verbatim comments on processes;

10 B. functional health status results; and

11 C. fiscal performance viewpoint results.

1 10. (original) The system according to claim 1
2 applied to a medical care provider wherein said customer
3 is a patient and further wherein said analyzed data
4 includes:

5 patient family and social histories;

6 reviews of health habits;
7 health concerns;
8 medication reviews;
9 health screening information; and
10 recommendations based on nationally accepted
11 guidelines, age, gender, and condition specific
12 care.

1 11. (original) The system according to claim 10
2 wherein said generating assessed survey information for
3 presenting to end users in a formatted manner utilizes a
4 compass viewpoint information presentation paradigm.

1 12. (currently amended) A system for collecting,
2 processing, and presenting survey information for a
3 medical care provider comprising:

4 I. a survey communication system for connecting to
5 a survey participant and obtaining participant
6 survey data, said survey communication system
7 comprising:

8 A. a connection device connected to a
9 communication network for connecting said
10 communication network to a survey
11 participant; and

12 B. an automated surveying system connected to
13 said connection device, wherein said
14 automated surveying system executes survey
15 scripts for collecting survey data from
16 the survey participant, said automated
17 surveying system including an automated

25 said automation surveying system further
26 including a means for recording verbatim
27 comments:

28 II. a patient viewpoint module for providing
29 software scripts to said survey communication
30 system for surveying survey participants who
31 are patients and further for receiving said
32 survey data including patient survey data
33 obtained from the patient, from said survey
34 communication system, said patient viewpoint
35 module containing physician office survey
36 programs comprising:

37 A. a patient viewpoint program for providing
38 patient viewpoint survey scripts to said
39 external surveying system for obtaining
40 participant viewpoint data from the
41 patient;

42 B. a functional health status program for
43 providing functional health status survey
44 scripts to said external surveying system
45 for obtaining functional health status
46 data from the patient:

47 C. a panel membership program for providing a
48 panel membership survey script to said

49 external surveying system for inviting the
50 patient to join a panel;

51 D. a verbatim comments program for providing
52 verbatim comments survey scripts for
53 obtaining said verbatim comments from the
54 patient;

63 participant satisfaction data;
64 office process viewpoint data;
65 provider care and concern data;
66 and

71 and

72 F. a data reporting program for providing a
73 report to the patient;

74 III. a personal clinical data analysis module for
75 generating analyzed data for storage in said
76 comparative practice data repository, said
77 analyzed data generated by analyzing said
78 participant survey data, comparative patient
79 level data obtained from a clinical and

111 survey information was last generated, and
112 further wherein
113 said personal clinical data analysis module
114 generates reports on said analyzed data for use
115 by the survey consumer;
116 IV. an office team viewpoint module for providing
117 software scripts to said survey communication
118 system for surveying survey participants who
119 are employees, for validating said employee
120 before providing data access, and further for
121 receiving said survey data including employee
122 survey data obtained from the employee, said
123 employee survey data including:
124 A. job performance data including:
125 i. ability to keep pace data;
126 ii. opportunities to improve data;
127 iii. job security data; and
128 iv. performance expectations data;
129 B. team function data including:
130 i. team communication data;
131 ii. team operation data;
132 iii. stress environment data;
133 iv. change implementation data; and
134 v. overall viewpoint data;
135 C. verbatim comments; and
136 D. employee function data;
137 wherein said employee survey data is stored in said
138 comparative practice data repository;
139 V. an office fiscal performance viewpoint module
140 for providing software scripts to said survey

141 communication system for surveying survey
142 participants who are managers, for validating
143 said manager before providing data access, and
144 further for receiving said survey data
145 including fiscal performance data obtained from
146 the manager, said fiscal performance data
147 including:
148 staffing data;
149 compliance data;
150 encounter frequency data;
151 production data;
152 collections data
153 receipts data;
154 accounts receivable data;
155 cost data; and
156 overhead data;
157 wherein said office fiscal performance viewpoint
158 module stores said fiscal performance data in
159 said comparative practice data repository; and
160 further wherein said office fiscal performance
161 viewpoint module archives historical fiscal
162 performance data in said historical data
163 repository on clinic performance;
164 and
165 VI. a physician office data presentation module for
166 generating assessed survey information
167 including:
168 A. patient viewpoint assessments generated
169 using said patient viewpoint data and said
170 analyzed data obtained from said
171 comparative practice data repository;

172 B. office team viewpoint assessments
173 generated using said employee survey data
174 obtained from said comparative practice
175 data repository;

176 C. office fiscal performance viewpoint
177 assessments generated using said fiscal
178 data obtained from said comparative
179 practice data repository and said
180 historical data repository on clinic
181 performance; and

182 D. personal clinical compass viewpoint
183 assessments;

184 said physician office data presentation module
185 further for formatting said assessed survey
186 information for display to the survey consumer
187 in real time or near real time with respect to
188 the collection of the participant's survey
189 data, said formatted assessed survey
190 information including:

191 A. patient viewpoint results including:

192 i. office process viewpoints;
193 ii. provider care and concern viewpoints;
194 iii. overall visit viewpoints; and
195 iv. verbatim comments on processes;

196 B. functional health status results;

197 C. fiscal performance viewpoint results
198 including:

199 D. verbatim comments organized by category;

200 E. survey information sorted according to survey
201 consumer entered criteria, said sorting
202 criteria including Boolean sorting.

1 13. (original) The system according to claim 12
2 wherein said physician office data presentation module
3 formats said assessed survey information utilizing a
4 compass viewpoint information presentation paradigm.

1 14. (currently amended) A method for collecting,
2 processing, and presenting survey information comprising
3 the steps of:

4 I. connecting to a survey participant over an
5 external communication system;

6 II. conducting a plurality of automated surveys
7 with survey participants for obtaining survey
8 data, said conducting a plurality of automated
9 surveys including the steps of:

10 A. conducting a survey with a participant who
11 is a customer to obtain survey data
12 including customer viewpoint data;

13 B. conducting a survey with a participant who
14 is an employee to obtain survey data
15 including employee viewpoint data; and

16 C. conducting a survey with a participant who
17 is a manager to obtain survey data
18 including fiscal performance data;

19 III. generating analyzed data from said survey data,
20 wherein said analyzed data utilizes the compass
21 viewpoint information presentation paradigm;

22 IV. generating reports utilizing said survey data
23 and said analyzed data, said reports for use by
24 a survey consumer;
25 V. generating assessed survey information from
26 said survey data and said analyzed data;
27 VI. formatting said assessed survey information for
28 display to a survey consumer; and
29 VII. generating, formatting, and displaying a
30 formatted survey results report incorporating
31 survey data obtained from the current
32 participant in real time or near real time,
33 utilizing historical survey data, to each
34 survey participant during each of said surveys,
35 said survey results formatted and displayed in
36 a customized manner based on whether the
37 current survey participant is a customer, or an
38 employee[[],] or a manager.

1 15. (original) The method according to claim 14
2 wherein said formatting said assessed survey information
3 is done according to a compass viewpoint information
4 presentation paradigm.

1 16. (original) The method according to claim 14
2 wherein said customer viewpoint data includes:
3 A. customer satisfaction data;
4 B. office process viewpoint data;
5 C. provider care and concern data; and
6 D. verbatim viewpoint comments;

7 and further wherein said employee viewpoint data
8 includes:

9 A. job performance data including:

10 i. ability to keep pace data;
11 ii. opportunities to improve data;
12 iii. job security data; and
13 iv. performance expectations data;

14 B. team function data including:

15 i. team communication data;
16 ii. team operation data;
17 iii. stress environment data;
18 iv. change implementation data; and
19 v. overall viewpoint data;

20 C. verbatim comments; and

21 D. employee function data;

22 and still further wherein said fiscal performance data
23 includes:

24 A. staffing data;

25 B. compliance data;

26 C. encounter frequency data;

27 D. production data;

28 E. collections data

29 F. receipts data;

30 G. accounts receivable data;

31 H. cost data; and

32 I. overhead data.

1 17. (original) The method according to claim 16 as

2 applied to a medical care facility wherein said customer
3 is a patient and further wherein said analyzed data
4 includes:

5 A. comparative patient level data including:

- 6 i. patient age data;
- 7 ii. patient gender data;
- 8 iii. patient functional health status data
- 9 iv. patient health screening data
- 10 v. patient family medical history data;
- 11 vi. patient medication data;
- 12 vii. patient pathophysiology data;
- 13 viii. patient health habits data;
- 14 ix. patient counseling data;
- 15 x. patient satisfaction data;
- 16 xi. patient health care access data; and
- 17 xii. patient payment capability data;

1 18. (original) The method according to claim 17
2 wherein said assessed survey information includes:

3 A. patient viewpoint results including:

- 4 i. office process viewpoints;
- 5 ii. provider care and concern viewpoints;
- 6 iii. overall visit viewpoints; and
- 7 iv. verbatim comments on processes;

8 B. functional health status results; and

9 C. fiscal performance viewpoint results.

1 19. (original) The method according to claim 18
2 wherein said formatting said assessed survey information
3 is done according to a compass viewpoint information
4 presentation paradigm.

1 20. (original) The method according to claim 14
2 applied to a medical care provider wherein said customer
3 is a patient and further wherein said analyzed data
4 includes:

5 A. comparative patient level data including:

6 i. patient age data;
7 ii. patient gender data;
8 iii. patient functional health status data
9 iv. patient health screening data
10 v. patient family medical history data;
11 vi. patient medication data;
12 vii. patient pathophysiology data;
13 viii. patient health habits data;
14 ix. patient counseling data;
15 x. patient satisfaction data;
16 xi. patient health care access data; and
17 xii. patient payment capability data;

1 21. (original) The method according to claim 20
2 wherein said assessed survey information includes:

3 A. patient viewpoint results including:

4 i. office process viewpoints;
5 ii. provider care and concern viewpoints;
6 iii. overall visit viewpoints; and
7 iv. verbatim comments on processes;

8 B. functional health status results; and

9 C. fiscal performance viewpoint results.

1 22. (original) The method according to claim 21
2 wherein said formatting said assessed survey information

3 is done according to a compass viewpoint information
4 presentation paradigm.

1 23. (currently amended) A method for collecting,
2 processing, and presenting survey information comprising
3 the steps of:

4 I. connecting to a survey participant over an
5 external communication system;

6 II. conducting a plurality of automated surveys
7 with survey participants, said automated
8 surveys being conducted according to survey
9 scripts, said survey scripts providing
10 instructions for conducting said automated
11 survey to collect survey data, said conducting
12 a plurality of automated surveys with survey
13 participants including the steps of:

14 A. conducting a survey with a participant who
15 is a customer according to customer survey
16 scripts including scripts for obtaining
17 survey data including customer viewpoint
18 data;

19 B. conducting a survey with a participant who
20 is an employee according to employee
21 survey scripts including scripts for
22 obtaining survey data including employee
23 viewpoint data; and

24 C. conducting a survey with a participant who
25 is a manager according to manager survey
26 scripts including scripts for obtaining
27 survey data including fiscal performance
28 data;

29 III. generating analyzed data from said survey data,
30 wherein said analyzed data utilizes a compass
31 viewpoint information presentation paradigm;
32 IV. generating reports utilizing said survey data
33 and said analyzed data, said reports for use by
34 a survey consumer or for use by said survey
35 participant;
36 V. generating assessed survey information from
37 said survey data and said analyzed data in real
38 time or near real time, and
39 VI. formatting said assessed survey information
40 into a formatted survey report for display to a
41 survey consumer during or immediately after any
42 of said surveys.

1 24. (original) The method according to claim 23
2 wherein said customer viewpoint data includes:

3 A. customer satisfaction data;
4 B. office process viewpoint data;
5 C. provider care and concern data; and
6 D. verbatim viewpoint comments;

7 and further wherein said employee viewpoint data
8 includes:

9 A. job performance data including:

10 i. ability to keep pace data;
11 ii. opportunities to improve data;
12 iii. job security data; and
13 iv. performance expectations data;

14 B. team function data including:

1 25. (original) The method according to claim 23
2 applied to a medical care provider, wherein said customer
3 is a patient and further wherein said analyzed data
4 includes:

5 A. comparative patient level data including:

- v. patient family medical history data;
- vi. patient medication data;
- vii. patient pathophysiology data;
- viii. patient health habits data;
- ix. patient counseling data;
- x. patient satisfaction data;
- xi. patient health care access data; and
- xii. patient payment capability data.

18 26. (original) The method according to claim 23
19 wherein said assessed survey information includes:

20 A. patient viewpoint results including:

1 27. (original) The method according to claim 26
2 applied to a medical care provider, wherein said customer
3 is a patient and further wherein said analyzed data
4 includes:

5 A. comparative patient level data including:

1 28. (original) The method according to claim 27
2 wherein said formatting said assessed survey information
3 is done according to a compass viewpoint information
4 presentation paradigm.

1 29. (currently amended) A method for collecting,
2 processing, and presenting survey information comprising
3 the steps of:

4 I. connecting to a survey participant over an
5 external communication system;

6 II. conducting a plurality of automated surveys
7 with survey participants, said automated
8 surveys being conducted according to survey
9 scripts, said survey scripts providing
10 instructions for conducting said automated
11 survey to collect survey data, said conducting
12 a plurality of automated surveys with survey
13 participants including the steps of:

14 A. conducting a survey with a participant who
15 is a customer according to customer survey
16 scripts including scripts for obtaining
17 survey data including customer viewpoint
18 data including:

23 B. conducting a survey with a participant who is
24 an employee according to employee survey
25 scripts including scripts for obtaining survey
26 data including employee viewpoint data; said
27 employee viewpoint data including:

28 i. job performance data including:

ability to keep pace data;
opportunities to improve data;
job security data; and
performance expectations data.

```
34             team communication data;  
35             team operation data;  
36             stress environment data;  
37             change implementation data; and  
38             overall viewpoint data;
```

40 iv. employee function data;

41 and

42 C. conducting a survey with a participant who is a
43 manager according to manager survey scripts
44 including scripts for obtaining survey data
45 including fiscal performance data, said fiscal
46 performance data includes:

48 ii. compliance data;

81 IV. generating reports utilizing said survey data
82 and said analyzed data, said reports for use by
83 a survey consumer or for use by said survey
84 participant; and

85 V. generating assessed survey information from
86 said survey data and said analyzed data, said
87 assessed survey information including:

88 A. patient viewpoint results including:

89 i. office process viewpoints;
90 ii. provider care and concern viewpoints;
91 iii. overall visit viewpoints; and
92 iv. verbatim comments on processes;

93 B. functional health status results; and

94 C. fiscal performance viewpoint results;

95 VI. formatting at least some portion of said
96 assessed survey information according to a
97 compass viewpoint information presentation
98 paradigm for display to a survey consumer, said
99 formatting including presentation of charts,
100 graphs, and textual reports; and

101 VII. formatting at least some portion of said
102 assessed survey information for providing a derived survey report ~~survey information~~ to the
103 survey participant in real time or near real
104 time during or immediately after the survey
105 conducted with the survey participant, said
106 formatting being customized based on whether
107 the participant is a patient, or an employee or
108 a manager.

1 Claims 30-33 (canceled).

1 34 (currently amended) A method for collecting,
2 processing, and presenting survey information comprising
3 the steps of:

4 I. connecting to a survey participant over an
5 external communication system;

6 II. conducting a plurality of automated surveys
7 with survey participants for obtaining survey
8 data, said conducting a plurality of automated
9 surveys utilizing a drill-down methodology and
10 including the steps of:

11 A. conducting a survey with a participant who
12 is a customer to obtain survey data
13 including customer viewpoint data; and

14 B. conducting a survey with a participant who
15 is an employee to obtain survey data
16 including employee viewpoint data;

17 III. generating analyzed data from said survey data;

18 IV. generating reports utilizing said survey data
19 and said analyzed data, said reports for use by
20 a survey consumer;

21 V. generating assessed survey information from
22 said survey data and said analyzed data;

23 VI. formatting said assessed survey information for
24 display to a survey consumer; and

25 VII. generating, formatting, and displaying
26 derivative survey information, utilizing
27 historical survey data and the survey data

28 obtained by the survey participant during the
29 survey, to the survey participant during said
30 survey, said survey information provided in a
31 customized manner based on whether the current
32 survey participant is a customer or an
33 employee, wherein

34 said drill-down methodology utilizes one or both of
35 survey data already provided by the survey
36 participant and historical survey data to
37 determine a subsequent survey question to be
38 asked of the current survey participant.

1 35. (canceled).

1 36. (previously presented) The system of claim 35,
2 wherein said assessed survey information is presented in
3 seconds.

1 37. (canceled).

1 38. (previously presented) The system of claim 37,
2 wherein said assessed survey information is displayed in
3 seconds.

1 39. (canceled).

1 40. (previously presented) The system of claim 39,
2 wherein said reports are generated, and/or said assessed
3 survey information is displayed, in seconds.

1 41. (canceled).

1 42. (previously presented) The system of claim 41,

2 wherein said reports are generated, and/or said assessed
3 survey information is displayed, in seconds.

1 43. (canceled)..

1 44. (previously presented) The system of claim 43,
2 wherein said reports are generated, and/or said assessed
3 survey information is displayed, in seconds.

1 45. (canceled)..

1 46. (previously presented) The system of claim 45,
2 wherein said reports are generated, and/or said assessed
3 survey information is displayed, in seconds.

1 47. (canceled)..

1 48. (previously presented) The system of claim 57,
2 wherein said reports are generated, and/or said assessed
3 survey information is displayed, in seconds.

1 49. (canceled)..

1 50. (previously presented) The system of claim 49,
2 wherein said assessed survey information is displayed in
3 seconds.

1 51 (currently amended) A method for collecting,
2 processing, and presenting survey information comprising
3 the steps of:

4 I. connecting to a survey participant over an
5 external communication system;

6 II. conducting a plurality of automated surveys
7 with survey participants for obtaining survey
8 data, said conducting a plurality of automated
9 surveys utilizing a drill-down methodology and
10 including the steps of:
11 A. conducting a survey with a participant who
12 is a customer to obtain survey data
13 including customer viewpoint data; and
14 B. conducting a survey with a participant who
15 is an employee to obtain survey data
16 including employee viewpoint data;
17 III. In real time or near real time with respect to
18 completing said conducting step, performing the
19 steps of:
20 A. generating analyzed data derived from said
21 survey data;
22 B. generating assessed survey information
23 derived from said survey data and said
24 analyzed data; and
25 C. formatting said assessed survey
26 information and/or for generating reports
27 for display to a survey consumer during or
28 immediately after any of the surveys;
29 Wherein said drill-down methodology utilizes one or
30 both of survey data already provided by the
31 survey participant and historical survey data
32 to determine a subsequent survey question to be
33 asked of the current survey participant.

1 52 (new) A method for collecting, processing, and

2 presenting survey information comprising the steps of:

- 3 I. conducting a plurality of surveys with a
4 plurality of survey participants for obtaining
5 survey data for storing in a database as
6 historical survey data;
- 7 II. connecting to a current survey participant over
8 an external communication system to obtain
9 current survey data by conducting a current
10 survey of the current survey participant;
- 11 III. In real time or near real time with respect to
12 said connecting to a current survey
13 participant, performing the steps of:
 - 14 A. generating analyzed data derived from said
15 historical survey data;
 - 16 B. generating assessed survey information
17 derived from said current survey data and
18 said analyzed data; and
 - 19 C. generating reports for display to a survey
20 consumer utilizing said assessed survey
21 information, wherein said reports are
22 presented to the survey consumer during or
23 immediately following said conducting of
24 the current survey.

1 53. (new) The method of claim 52, wherein an
2 additional report is prepared for display to the
3 participant during the current survey to provide feedback
4 to the current participant during the current survey, and
5 wherein the additional report utilizes data collected
6 during the current survey and utilized the historical
7 survey data.